



**SCOTTSDALE PRIDE COMMITTEE
CITY OF SCOTTSDALE CITY HALL
3939 N. DRINKWATER BLVD.
KIVA CONFERENCE ROOM
SCOTTSDALE, AZ 85251
AUGUST 3, 2006**

DRAFT MINUTES

Present: Donald Scott (Chair)
Vicki Carr
Carol Cerrito
Donna Hardin
Sandra Kaibetony
Richard Kimberly
Rosanna Organ
Ronald Robins
Judy Snyder
Zachary Stahmer
Richard Taylor
Stewart Walowitz
Cathy Zebarth

Absent: Robbi Henrickson (Vice-Chair) (excused absence)
Linda Preisser (excused absence)

Staff: Rob Millar

Speaker: Melissa Lempke, Communication and Public Affairs Office
Shannon Wallace, Communication and Public Affairs Coordinator—
Communication and Public Affairs Office

CALL TO ORDER

Chair Scott called the Scottsdale Pride Committee regular meeting to order at 5:36 p.m. Roll call confirmed the presence of Committee members as noted above.

APPROVAL OF JUNE 1, 2006 MINUTES

MR. KIMBERLY MOVED FOR APPROVAL OF THE MINUTES OF THE JUNE 1, 2006 MEETING. THE MOTION WAS SECONDED BY MS. SNYDER AND CARRIED UNANIMOUSLY BY A VOTE OF THIRTEEN (13) TO ZERO (0).

PRIDE COMMITTEE MARKETING

Chair Scott pointed out that they anticipate a full Agenda from this meeting forward and encourage age discussions stay close to point as indicated in the Open Meetings Law. Mr. Millar stated that anybody could bring up a new idea or suggestion during the meeting, but it must be added to a future agenda for discussion during Member Updates.

Mr. Millar recalled that there had been discussion in previous meetings about the role and purpose of the Pride Committee with a common theme about how the Committee is marketed and what is the general awareness of what the Committee does. He introduced Shannon Wallace to provide marketing suggestions.

Marketing Brochure Concepts:

Ms. Wallace presented two marketing concepts for review by the Committee, explaining that whichever concept is chosen, it would describe what the Pride Committee is, with the incorporation of information about the Keep America Beautiful affiliation. Ms. Wallace commented that once the Scottsdale Pride Committee is codified, they would clarify the content of the marketing piece.

Ms. Wallace reported that both concepts would incorporate a business card for Committee members to be distributed when attending events and other meetings. Mr. Millar suggested that the Committee vote on which concept they would like to see in mock-up format at the next meeting, emailing him any suggestions.

Concept #1 : One fold (Caldwell Banker) tent brochure the size of a greeting card with double sided printing (more costly because of fold and size—would need envelopes made to fit).

**RECEIVED THREE (3) VOTES FROM MR. WALOWITZ,
MS. ORGAN, AND ZACHARY STAHER.**

Concept #2: One panel brochure/mediation card similar to a door hanger with double sided printing (cost effective since it fits in #10 legal envelope and has no fold).

**RECEIVED A CONSENSUS OF TEN (10) VOTES FROM THE
REST OF THE COMMITTEE.**

Ms. Wallace stated that the Public Information Office could distribute the brochures on behalf of the Committee at their various offices along with their inclusion in mailings promoting public events. She remarked that once Scottsdale Pride is codified, it would be the first Commission to have a piece of literature about itself. The other Boards and Commissions may decide to follow this initiative.

Chair Scott pointed out that the brochure could be mailed out to promote the Committee's main events such as Treasures 'N Trash. Mr. Millar recommended that it also be sent out for April Clean & Beautiful Month.

In response to Mr. Kimberly's inquiry about cost, Ms. Wallace stated that cost depends on the number printed and the number of folds. Indicating that the Brochure would be designed to fit the City's graphic standards regarding layout.

PARKS CLEAN-UP CAMPAIGN

Mr. Millar introduced Melissa Lempke from CAPA, stating that she would be presenting a Parks Clean-Up Campaign, which was initially conceptualized a couple years ago and is currently being revamped.

Ms. Lempke reported that Terry Erickson and staff from Parks and Recreation approached her about concepts for cleaning up the parks on a smaller scale such as having a series of five family clean-up events in different parks.

After Ms. Lempke's discussion with CAPA's graphic designer, the Shoot for It Campaign was suggested. Ms. Lempke explained that it was initially a campaign in production with the Phoenix Suns wherein a number of marketing pieces were created along with Public Services Announcements to be used in conjunction with Make a Difference Day in October. The Shoot for It Campaign included:

1. Posters with clean-up project lists.
2. You Can Make a Difference Brochure—suggesting that kids, classrooms, and families come up with ways to make a difference in their community in regards to cleaning it up.
3. Door Hangers—help clean up the neighborhood.
4. Backboards—goes on the backside of wastebaskets (FILL IT UP).
5. Kids Membership Cards—I promise to team up with (basketball player's name) by never littering.

Ms. Lempke explained that the Suns originally agreed to participate only if it was a Valleywide campaign. The campaign was never initiated because of a lack of city partnerships. CAPA would like to use this campaign as a springboard for production with another team such as the Arizona Diamondbacks or Cardinals, only considering the Suns once they receive signed commitments from other cities.

Parks and Recreation would like to know if Scottsdale Pride is interested in working with them on such a Clean-Up Campaign. Ms. Lempke pointed out that the thought would be to encourage individual communities to piggyback on the clean-up campaign on a one-day annual event. Discussion ensued about changing the campaign to fit other sports teams or well-known organizations such as the Salt River Indians or Police Department.

Ms. Lempke offered three options for participation in the campaign by the Scottsdale Pride Committee:

- Option A: Partner with Parks and Recreation on initiation of large Valleywide clean-up campaign.

- Option B: Participation in the Parks and Recreation smaller campaign starting at the end of October 2006 on Make a Difference Day.
- Option C: Partner with Parks and Recreation on initiation of large Valleywide clean-up campaign for 2007—April Clean and Beautiful month.

Mr. Millar explained that Make a Difference Day and the Treasures 'N Trash event are on the same day. The Committee could appoint a liaison to spearhead the project and to encourage other cities to have a collaborative effort on the same day with a common theme. Ms. Lempke reported that Terry Erickson would coordinate the project and provide contacts for the different cities.

Ms. Wallace commented that the initial concept was to include schools, children and their families in the clean-up campaign. CAPA would provide all of the printed marketing pieces to the schools within Scottsdale, along with the electronic files to the other cities for their customization and printing.

In response to Ms. Hardin's inquiry about working with other City Commissions, Mr. Walowitz pointed out that although it is a great idea, it would take too long to get Valleywide project participation by October 2006. Discussion followed regarding who to contact informally and how they can initiate a Valleywide Clean-Up Campaign for 2007.

Chair Scott requested that Committee members email Mr. Millar three to four sports team or celebrity recommendations for the Parks Clean-Up Campaign to be discussed next month.

Mr. Millar agreed to add Parks Clean-Up Campaign discussion to next month's agenda.

Ms. Lempke recommended that Committee members vote on whether they are interested in future participation in the Clean-Up Campaign. She agreed to write a summary of tonight's results and email them to Mr. Millar. She will also ask Ms. Erickson contact Mr. Millar.

MS. ORGAN MOVED FOR ACCEPTANCE OF OPTION B: PARTICIPATION IN OCTOBER CLEAN-UP CAMPAIGN WITH TERRY ERICKSON AND PARKS AND RECREATION. THE MOTION WAS SECONDED BY MS. KAIBETONY AND CARRIED UNANIMOUSLY BY A VOTE OF THIRTEEN (13) TO ZERO (0).

SUBCOMMITTEE REPORTS

Chair Scott requested Subcommittee reports on progress to date.

- Treasures and Trash

Mr. Robins reported that the subcommittee met two weeks ago to discuss event preparation. Mr. Taylor elaborated that preparation would include 10-12 signs and t-shirts. The sturdy signs could be posted at major streets along with the corrugated signs being posted along the way to the event.

In response to Chair Scott's inquiry about cost, Mr. Millar reported that depending on size the cost is approximately \$2,000 for 10 signs and approximately \$3,000 for 750 t-shirts at \$4 each (fitting within the \$5,000 event budget). Indicating that the sturdy A frame signs would have Scottsdale Pride Project or Clean-Up Project printed on them so they can be reusable and the t-shirts would be generic so can be used for future occasions.

Mr. Robins reported that they discussed color themes, and opined that would limit future use. Mr. Millar pointed out that he would work with the Risk Management and Code Enforcements Departments to ensure that the Committee adheres to City Ordinances and sign requirements.

Mr. Robins reported that Ms. Wallace attended their meeting to present a marketing plan for the event in order to improve upon last's year's marketing. Mr. Millar presented a blue Save the Date card mailed out on August 2, 2006 to approximately 200 Adopt a Road groups to inform them of the event's name change to Keep Scottsdale Beautiful and event date change. Indicating that the marketing plan also includes press releases, media contact, along with a Scottsdale Pride utility bill insert.

- Downtown Recognition

Ms. Zebarth reported that most businesses close or shorten their hours during the summer months, hindering business owner contact. The subcommittee discussed attending merchant meetings to find out if they are planning any improvement projects.

Chair Scott stated that the merchant meetings are the best avenues for getting the word out about the Downtown Recognition Program. Mr. Millar reported that he received one application about one and a half months ago and the next round of application reviews is scheduled for October. Discussion ensued regarding expanding the program's parameters to encourage participation.

- South Scottsdale Revitalization

Mr. Walowitz reported that they have had difficulty finding qualified participants for revitalization through the City. Stating that they informed they could only work with referrals from the Code Enforcement Department and they are currently waiting for approval on one large clean-up for October.

Mr. Millar commented that the subcommittee is encouraged to work with organizations including City Departments to locate residents in need of revitalization assistance and that only the Rock the House program is required to get approval from City Departments. Discussion followed regarding working with organizations such as the Boys and Girls Clubs, Churches, and Schools.

Mr. Millar recommended that they also consider using the new Tool Trailer on any revitalization project. He undertook to check on the correct avenue to take in obtaining supply donations from Home Depot or Lowe's.

- North Scottsdale Project

Ms. Cerrito reported that the recent water bill mentioned Scottsdale Pride as an affiliate with Keep America Beautiful along with a teaser stating that the August Scottsdale Pride Newsletter will talk about one of the most commonly littered items discarded by society. She added that the ***Fire Season is Upon Us*** paragraph she read at last month's meeting regarding cigarette butts will be included in the water bill article.

Ms. Cerrito reported that they have already submitted one general litter article along with a follow-up cigarette litter article to be published in subsequent issues. Ms. Snyder has volunteered to write another article and they should have a few more articles for Mr. Millar to submit at least six months in advance for future issues.

Ms. Hardin suggested plastic containers be installed next to dog waste bag dispensers at the parks. Ms. Organ recommended that they educate the kids by getting articles in school newspapers.

Ms. Cerrito stated that she would be submitting the printed articles to the Keep America Beautiful campaign for grant consideration.

- Ongoing City Projects

Chair Scott reported that Ms. Henrickson is out and she is the only subcommittee member for Ongoing City Projects, suggesting that new members apply. He reported that Ms. Henrickson submitted the Adopt-a-Road program application on behalf of the Scottsdale Pride Committee.

Mr. Millar reported that they have been granted the roadway from McDowell—Pima to Scottsdale Road and once they are officially a Commission they will need to pay \$50 for a sign. Chair Scott suggested they hold a car wash to raise the \$50.

DISCUSSION/POSSIBLE ACTION ON THE CREATION OF A MARKETING SUBCOMMITTEE

Mr. Millar stated that Chair Scott requested at last month's meeting that a Marketing Subcommittee be formed. Chair Scott indicated that Ms. Kaibetony who has a marketing background, agreed to coordinate the Marketing Subcommittee.

Ms. Kaibetony suggested they implement an educational incentive program for children in classrooms where they would receive rewards for picking up trash during their breaks. She also suggested that they provide banners or inserts in brochures for events such as Parada del Sol —Thank you for keeping this event litter free...Scottsdale Pride.

Chair Scott stated that they should get their name associated with events such as Mighty Mud Mania and other public events involving children.

Ms. Kaibetony reported that the subcommittee goals would be to promote what Scottsdale Pride is doing regarding events along with being a liaison between the City of Scottsdale's Communication and Marketing Departments and other City Committees and Boards.

Chair Scott requested that Committee members interested in being on the Marketing Subcommittee volunteer now. Volunteers included: Chair Scott, Ms. Kaibetony, Mr. Walowitz, Ms. Snyder, Ms. Organ, and Mr. Stahmer.

MR. ROBINS MOVED FOR THE CREATION OF A SCOTTSDALE PRIDE MARKETING SUBCOMMITTEE. THE MOTION WAS SECONDED BY

MS. ZEBARTH AND CARRIED UNANIMOUSLY BY A VOTE OF THIRTEEN (13) TO ZERO (0).

STAFF UPDATES

Mr. Millar reported that they have received a spot in the Parada del Sol Parade free of charge. Indicating that he will provide Ms. Kaibetony the information on the parade for follow-up by the Marketing Subcommittee once the entry forms are available. Discussion followed regarding incorporating the new Tool Trailer into the parade float along with other elements such as a horse-drawn wagon. Chair Scott reported that the parade would be held on Sunday, February 24, 2007.

Mr. Millar stated that he would like to initiate a less paper oriented program for the Committee where he would continue to email Meeting Agendas to members, only bringing in a few printed copies to meetings for the public. Discussion ensued about double-sided printing, the possibility of using the marker board on the wall to display Agenda topics, and only printing out the Agenda when there is a change.

MEMBER UPDATES

Chair Scott requested that the Committee's newest member Donna Hardin, provide a summary of her background and experience.

Ms. Hardin stated that she has lived in Scottsdale for 13 years and previously served as President of her HOA's Board of Directors Committee. Years ago she worked for an environmental company and numerous developers. Ms. Hardin explained that she currently owns a business that specializes in coordinating office news such as moving or events.

In response to Chair Scott's inquiry about the Committee's codification progress, Mr. Millar reported that the Codification of the Scottsdale Pride Committee to a Commission is anticipated to be included on City Council's September Agenda and he will keep everyone updated so they may attend the meeting.

Mr. Millar explained the difference between a Board and a Commission, stating that Boards have more authority in a regulation capacity and Commissions are designed for enhancement and are usually considered reviewing bodies.

PUBLIC COMMENT

No members of the public wished to address the Committee.

ADJOURNMENT

With no further business to discuss, the meeting adjourned at 7:00 p.m.

Respectfully submitted,
AV Tronics, Inc.